



FOR IMMEDIATE RELEASE
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**Modoc County Children and Families Commission Adopts
'First 5 Modoc' as New Identity**

*Local Prop. 10 Commission changes name to emphasize importance of the first five years
in a child's life*

(Alturas) – The Modoc County Children and Families Commission officially adopted a new statewide identity and changed its name to “First 5 Modoc.” The new name reflects the importance of the first five years of life, the period of time during which a child’s brain develops most dramatically. First 5 Modoc will serve as an easily identifiable name for all the programs and services implemented by the Commission under Proposition 10.

“The First 5 Modoc name provides an opportunity to emphasize the mission of Prop. 10 in Modoc County, which is to nurture the physical, social, emotional and educational growth of children up to the age of 5,” said Kate Crosby, First 5 Modoc Executive Director. “It will identify local programs that we support to ensure the optimal health, development and well-being for all children ages 0 to 5 and their families throughout the county.”

The First 5 Modoc name will be used in all Modoc County Children and Families Commission efforts. A few of the programs funded this year by First 5 Modoc include Project Child Care through TEACH Inc. in the Newell/Tulelake area; CARES (Compensation and Retention Ensure Stability) through the Modoc Child Care Council; parent education, support and advocacy during pregnancy to families with children up to age 3, regardless of family income level, through collaboration of the Modoc County Public Health Department and the Modoc Early Head Start Program; and the Home Visiting Collaborative Program for families in

(more)

the Big Valley area with children ages 0 to 5, utilizing an Americorp member through COMPAQ (Community Planning and Advisory Council, Inc.)

The statewide California Children and Families Commission formally adopted the name First 5 California in an effort to unify the many different elements of early childhood development programs administered with Prop. 10 funds.

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children ages 0 to 5. In the last year, First 5 Modoc distributed approximately \$243,000 in Prop. 10 revenues to programs and services that meet local needs.

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